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The Startling New Rudbeckia For 1943

A Carroll Garden's Origination

See Colored Illustration

The Photograph taken in natural color from our Show Garden represents a group of 5 plants planted in May 1941 and photographed in late July 1942.

Rudbeckia White Lustre

A stately new White Perennial for summer borders, Rudbeckia White Lustre is bound to be popular. The creamy white petals are accentuated by a large bronzy gold cone which resembles the rich coloring often found in old luster pitchers. The plants average 3' in height with sturdy stems and are not easily damaged in stormy weather. When the blooms first open, the petals grow upward; as the flowers approach maturity, the petals flatten in true daisy-like fashion; then the developing cone grows larger, and the petals droop. Truly, a clump of this showy new perennial is interesting in all stages of bloom. What is more, the individual flowers remain in good condition for several weeks and are excellent for cutting.

Free flowering in habit, the blooming period extends from late June until September. A vigorous grower, this new Rudbeckia is winter-hardy and grows well under ordinary conditions. It seems to have no insect enemies.

Young Potted Plants that will bloom nicely this coming Summer and Fall:

\$4.50 per dozen; \$25.00 per 100.

Retail Price: 75c each; 3 for \$2.00; \$7.50 per dozen.

